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b<>com, a European player in digital technologies, strengthens its global reach

At the IRT Forum that took place today in Grenoble, b<>com announced its contribution to two large-scale European research projects: 5G Ensure, in the field of networks, and Orpheus, for immersive audio. The gathering of French institutes of research and technology, with a global scope, is also a chance for b<>com to show how it is continuing its internationalization through the partnerships it has forged since its creation.

[5G Ensure](#) and [Orpheus](#), the first European recognition of b<>com's expertise

b<>com is announcing its participation in two major European projects in the fields of networks and 3D audio. As a member of these consortia, b<>com works with major manufacturers to design the future technologies of everyday life.

5G Ensure, the networks of tomorrow: A European project coordinated by [VTT Research](#), a Finnish research center, with the aim of offering solutions to increase the security, reliability, and resilience of future 5G networks. b<>com's role will be to implement a 5G infrastructure to illustrate use cases and thereby approve security software solutions developed by its partners as part of the project. With noted partners like Orange, Alcatel-Lucent, and Thales, this project demonstrates French expertise in the fields of telecommunications and security.

Orpheus, the future of audio: Developed around immersive audio, this project, supported in part by the [BBC](#), [Fraunhofer](#), and [IRT](#), alongside French players like IRCAM and Trinnov Audio, takes an original approach in order to provide listeners a new experience. It is aimed at developing, implementing, and approving a new complete audio value chain, from production to the end user. b<>com will provide its expertise in creating new algorithms, and will particularly intervene in the recording and content production (editing, mixing, clipping, etc.) phases, and in the creation of pilot programs, subjective audio quality assessments, and ergonomics tests.

"Since the start of the year, b<>com has increased its presence in European research circles, and its "value-focused" action philosophy is perfectly in line with Europe's new strategy for its H2020 program. This approach has borne fruit, with out joining two top-tier European consortia. Our acceleration is also reflected by growing contributions to standardization bodies and by our search for new international partners, whether they are institutes, clusters, or industrial firms. So we have good outreach prospects for the year ahead!" says **Vincent Marcatté, President of b<>com.**

International agreements to go further

Besides the H2020 projects, b<>com is continuing its international activity by presenting its first products at trade shows and forming partnerships for its technologies in promising markets.

In Europe, the Digiworld institute by IDATE, which specializes in market research for the telecom, Internet, and media sector, opened an office in February at the IRT's new campus. The goal of this collaboration is to develop shared use cases, and particularly to conduct work aimed at navigating large quantities of data as well as innovative forms of visualization. This partnership also comes in the form of increased participation at international Digiworld conferences.

In North America, b<>com's activity focuses on the players and important conferences in its fields of study. In Canada, where the IRT reached its first partnership agreements*, several actions have been taking or are currently being arranged, around a clear vision: Synergistic skills between a content and entertainment industry recognized worldwide and technologies developed at b<>com laboratories in order to bring about new experiences, particularly around virtual reality.

Finally, in Asia, after several targeted missions in Vietnam, South Korea, and Japan, a MOU (Memorandum of Understanding) was signed in January with MICA (Multimedia Information, Communication and Applications). This international institute of research, which operates under Hanoi University of Science and Technology (HUST), the CNRS (French national research centre), and the Grenoble INP, is well-regarded in Vietnam. E-health and certain hypermedia topics are central to the initial discussions. Furthermore, our first student exchange with the prestigious NICT (National Institute of Information and Communications Technology) took place in Japan.

"Since our creation, it has been clear that the solutions developed by b<>com would give it a place on the world stage. We were therefore quick to incorporate an international strategy aimed at enhancing our approach to innovation, addressing international markets, and gradually building a reputation that will allow us to speed up the impact of our results. We are just now starting to see the fruits of this long-term approach. Our work with these partners, whether they are one-time or lasting, allows us to move quicker and therefore take beneficial positions," says **Bertrand Guilbaud, CEO of b<>com**.

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[SAT](#), Société des Arts Technologiques, Montreal: A shared desire to form concrete partnerships in the fields of visual immersion, interaction with hypermedia content, and spatial audio. An experimental performance project is being arranged.

[Québec International](#), a leading network in Digital Art and Interactive Entertainment: B-to-b workshops and meetings around eye tracking uses and technologies.

About b<>com

With its innovations, the Institute of Research and Technology (IRT) b<>com is taking part in the European digital transformation. Its 230 researchers develop tools, products, and services that make everyday life easier. They focus on two fields of research: Hypermedia (ultra-high definition images, 3D sound, smart content, virtual and augmented reality) and more agile ultra-high speed networks (cloud, cybersecurity, ultra-high speed mobile, network resilience, Internet of Things). Of the many fields of application for these technologies, e-health has allowed b<>com to participate in the digital revolution going on in medicine. Founded through a public/private partnership, the IRT gathers the best experts from industry and academia at its campus in Rennes, and at its sites in Lannion and Brest. Since its creation in 2012, the IRT has grown 30% a year. www.b-com.com



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